

# Defend yourself From HATE!

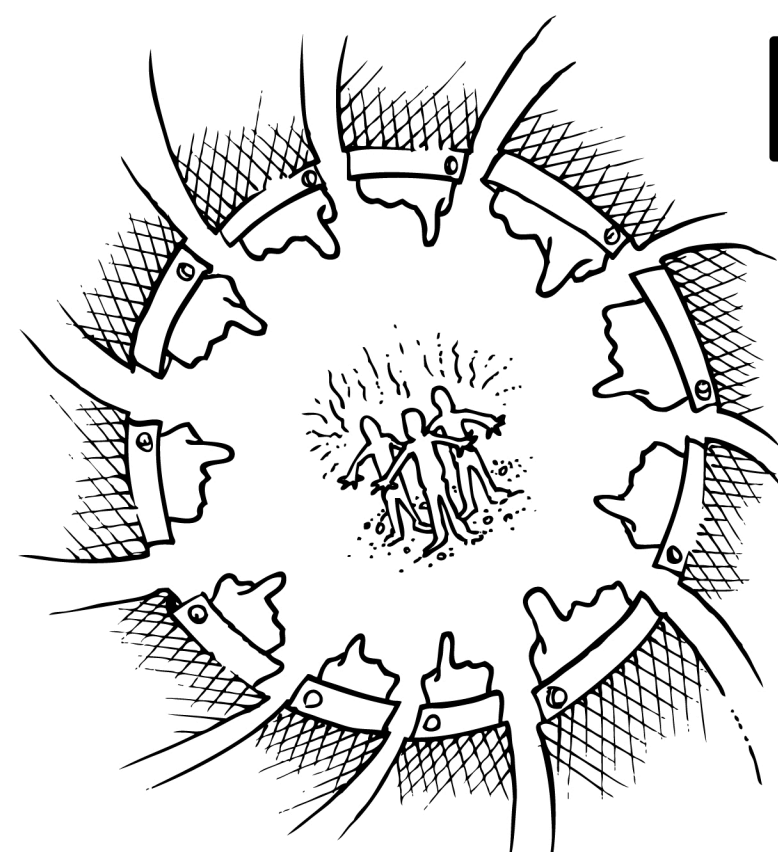
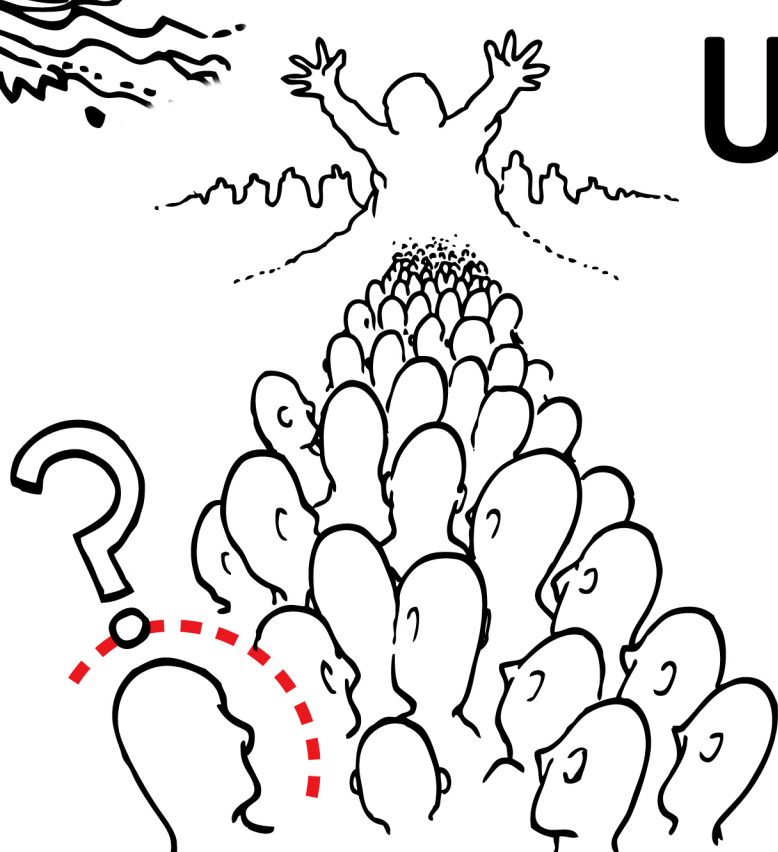
Ways to *protect* and *empower* yourself!

**THE TACTICS DESCRIBED ARE USED TO CREATE HATE.  
YOU COULD BE BRAINWASHED AND EASILY CONTROLLED!**



## Unifying Voice

In this political myth, the speaker is the voice of the people. They speak *AS* and *FOR* the audience. Speaking like this can create an all too compelling message like “We’re in this together” and “We better do it like this”. Don’t let just any leader speak for you and force you into positions you know are wrong.

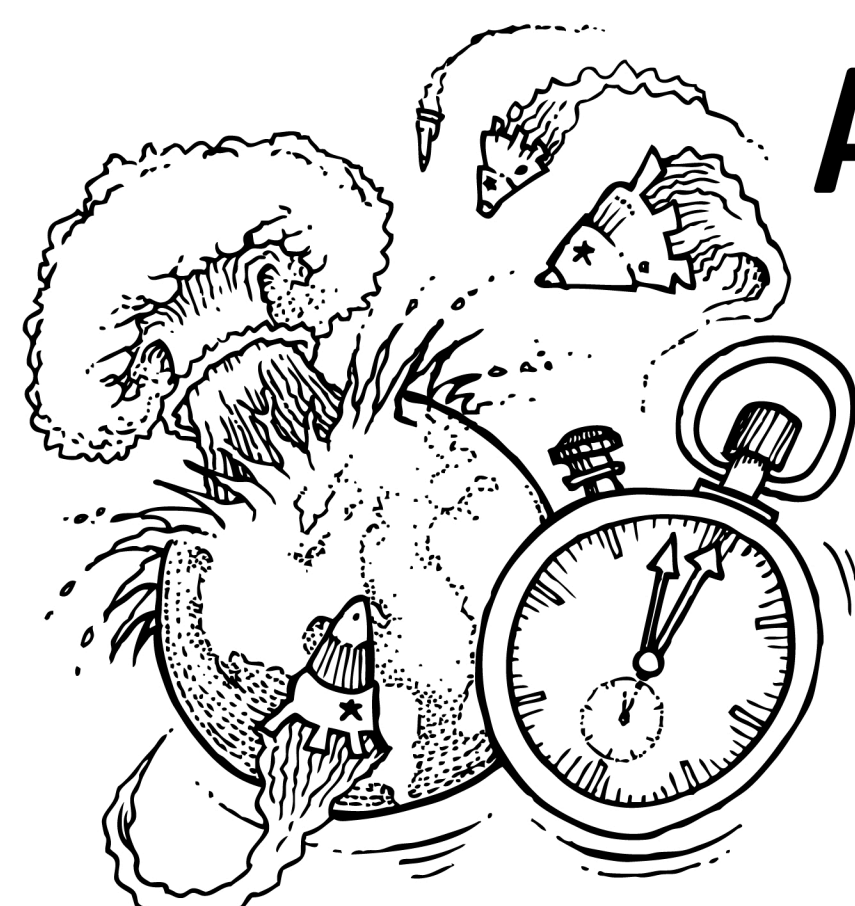


## Projection

This is when a speaker, writer or leader pushes all of the blame about something on a particular group. We’ve all heard of scapegoats. This is a tactic the takes pressure off a group and *projects* it on another. Blaming a whole group of people outside the dominant culture is a cheap answer to hard questions.

## Apocalyptic Dualism

To create conflict and fear, this tactic encourages and predicts a holy war will happen. It says there will be “an end of the world as we know it” and uses this fear to control people. Hate for others and violence are tools to further this propaganda. Using the end of the world for a reason to do something is just plain wrong.

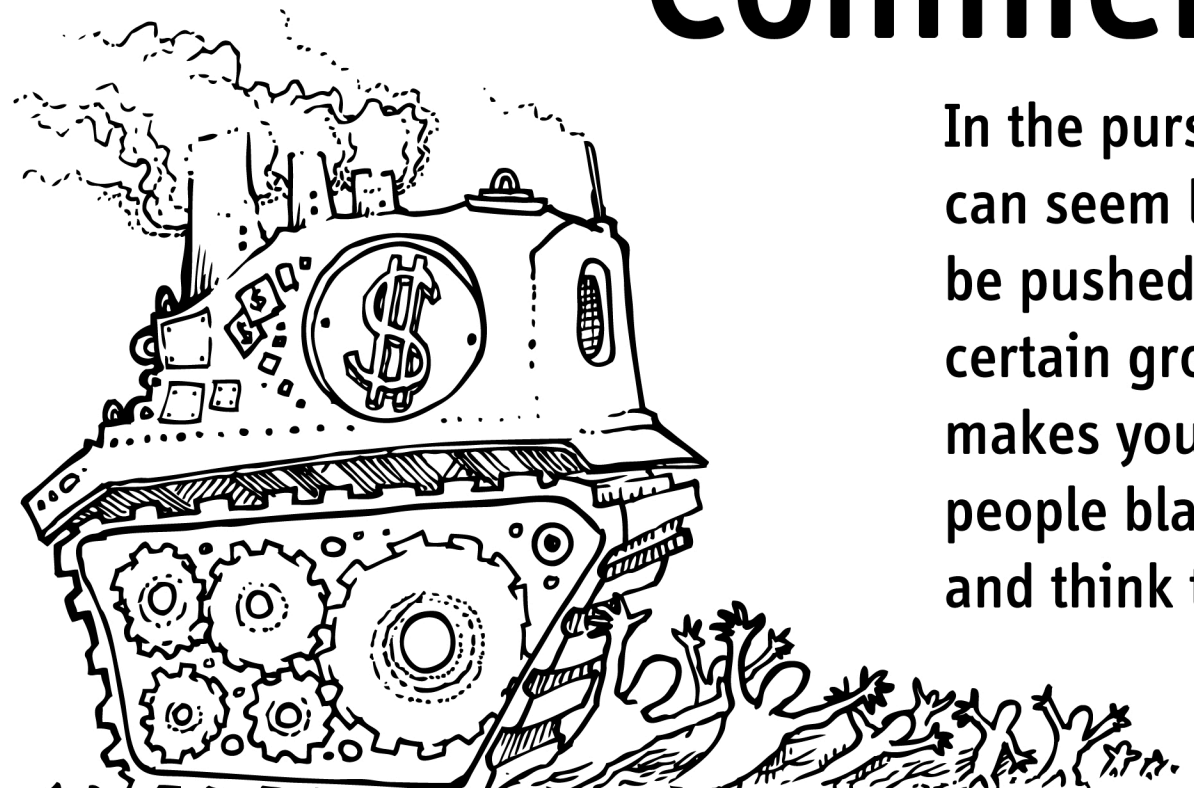


## Cognitive Deconstruction

These are techniques to cut your resistance to manipulation by overloading your rational mind with simplified, emotive language designed to dehumanize and make you less of an individual. If your mind is stripped of its power to think it can become confused and someone elses ideas can be put in easily. Be aware of what can do this to you and protect yourself.

## Commercial Use

In the pursuit of money many people and things can seem like they are holding you back. This can be pushed to the extreme and make you hate a certain group of people. Ever heard of “money makes you funny”? Well this is a case where people blame their financial situation on a group and think their needs are being taken away.



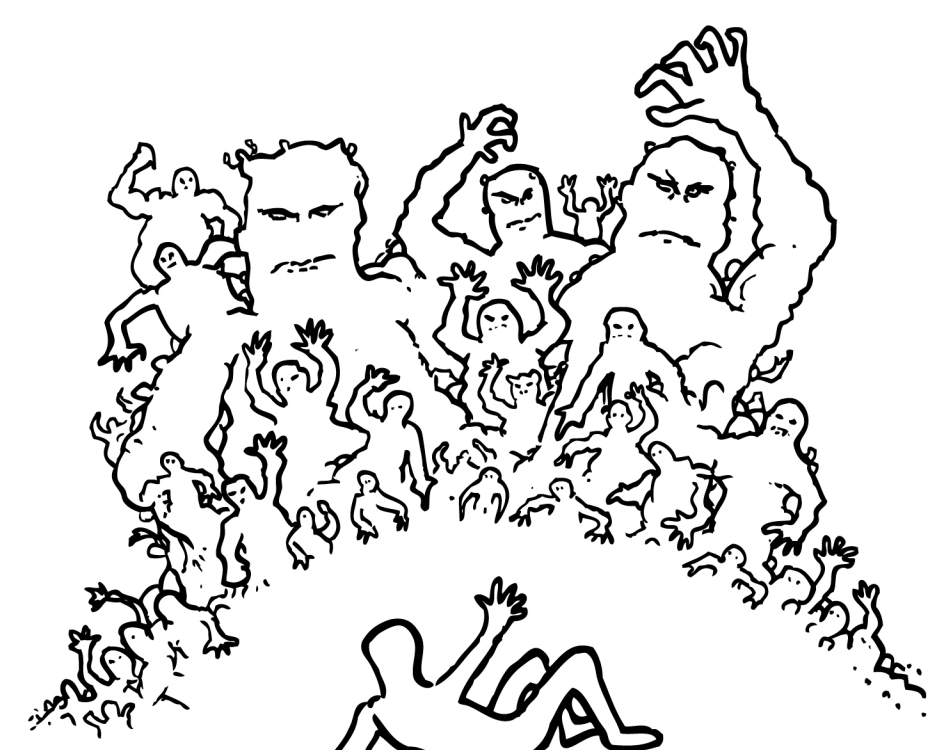
## Symbolic Rebirth

The idea of Sybolic Rebirth is a “promised reward”. The reward being that once a certain group or people is eliminated then the “superior” group of people will inherit a new fruitful world. It caters to those who feel an inborn dignity. Meaning a feeling that they have the right to do anything because they are superior. Don’t be sold into hate by promises.



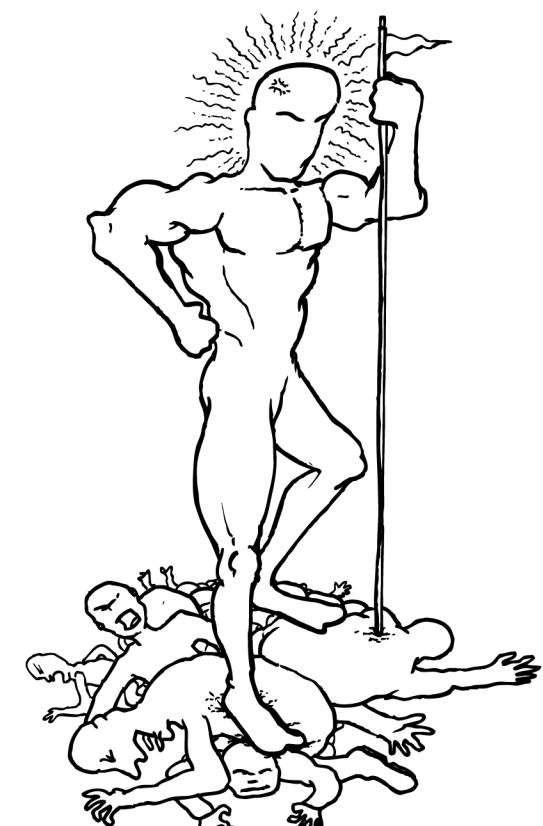
## Common Enemy

The common enemy is a threat that a speaker uses to justify hatred and rally support for their own agenda. Any action this group takes becomes viewed in a negative way, and almost always the enemy is dehumanized through propaganda.



## Inborn Dignity

This says that there’s something special, something *more* important about you than any other culture. Also that you have some magical quality which places you in an elite space above any other group. Almost everyone wants to feel special but don’t put others down because of it.

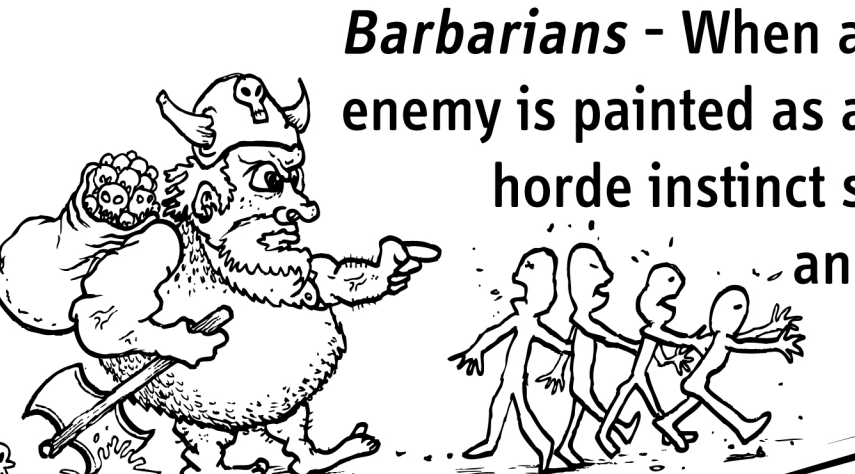


## THE ENEMY!

Dehumanizing ways that propaganda can use instincts, emotion and fear to create hate for an enemy and possible genocide.



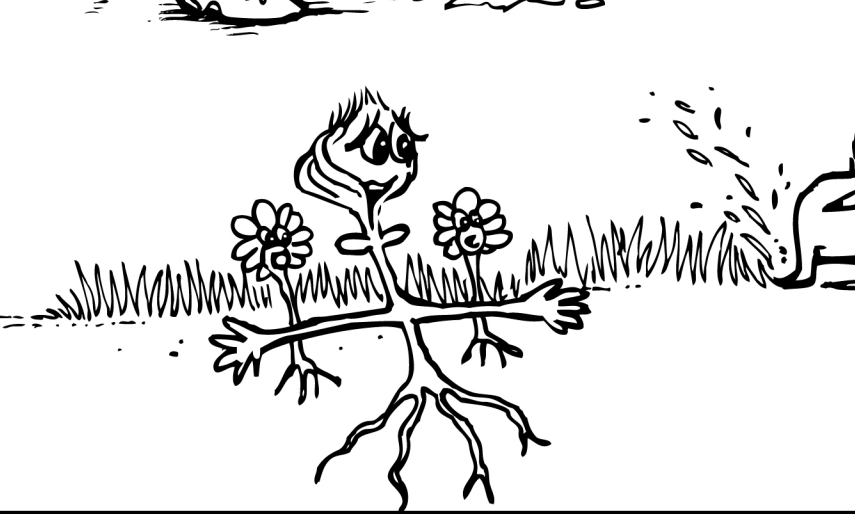
**Greed** - This enemy has an insatiable appetite and devours everything leaving nothing for you.



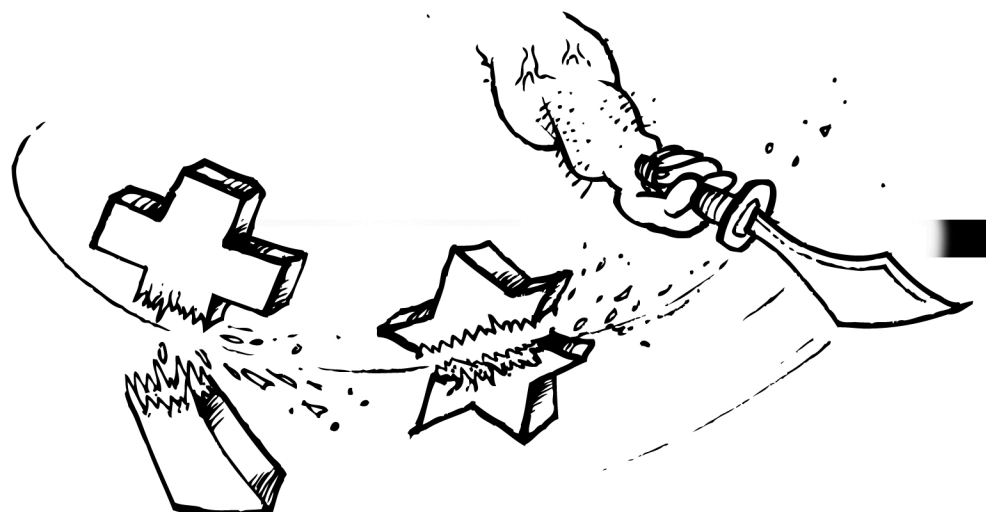
**Barbarians** - When an enemy is painted as a barbarian horde instinct says to fight against annihilation.



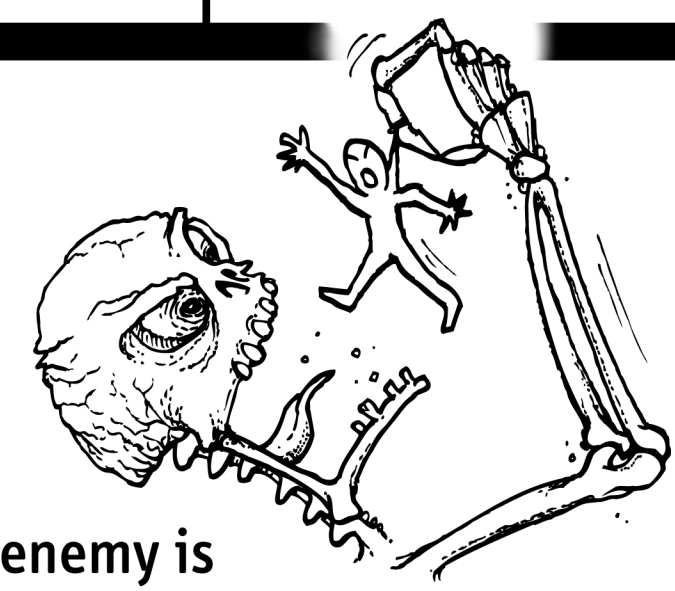
**Torturer** - An enemy that abuses and tortures goes against civilized ideals. This brings about hate and anger.



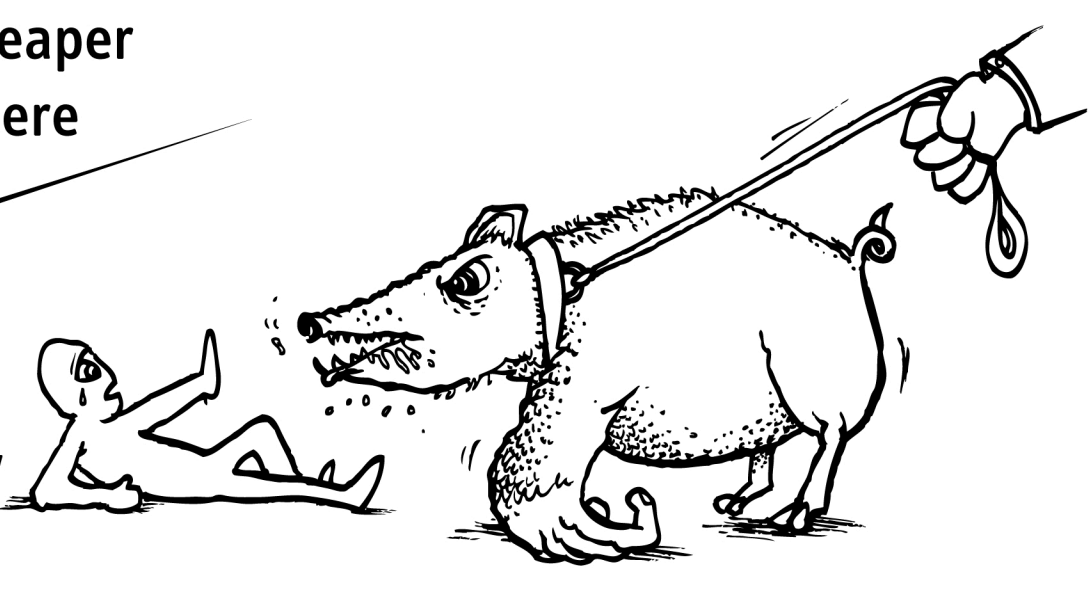
**Anti-Family** - The fear of danger toward women and children can rouse hate for an enemy quickly.



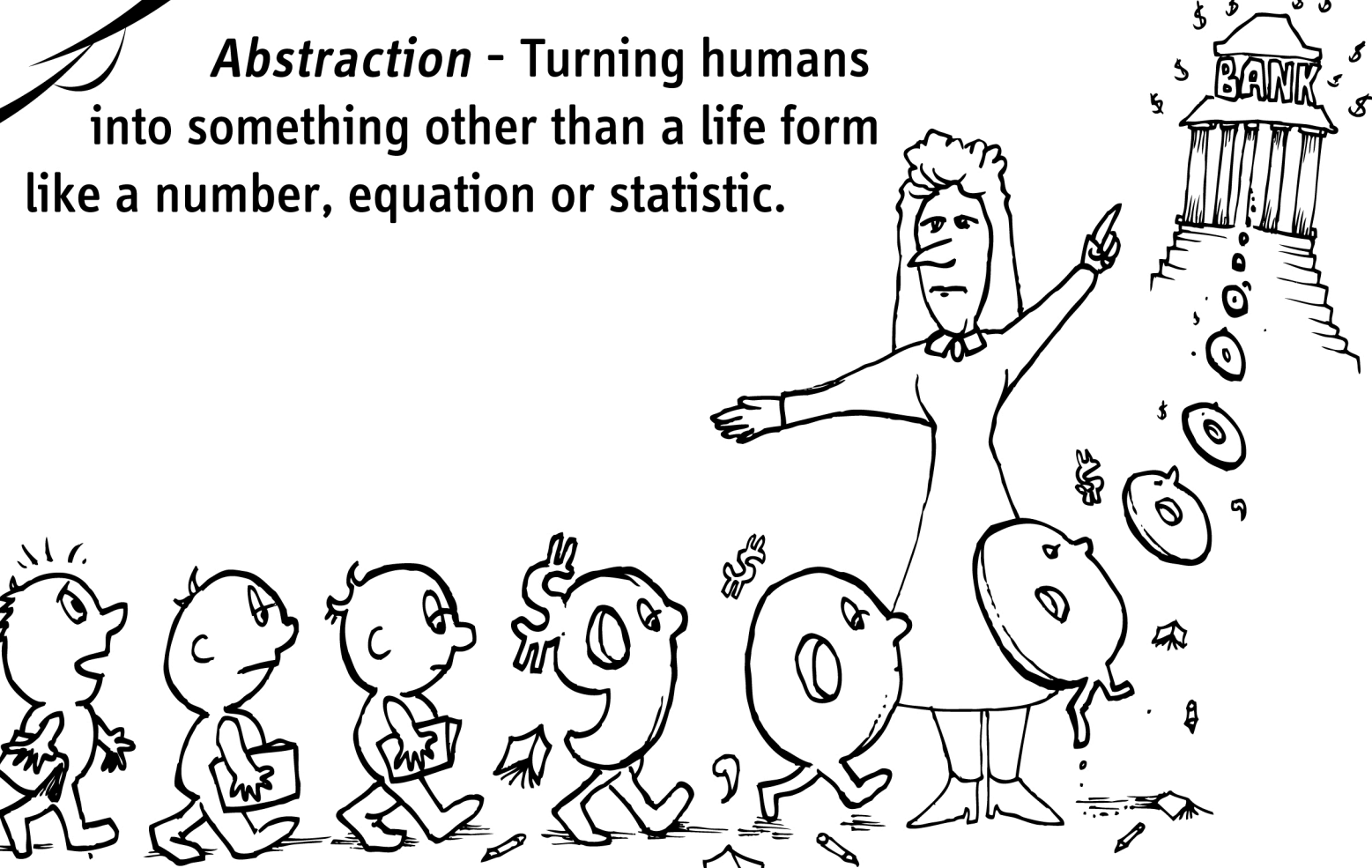
**Enemy of God** - If the enemy is more than a human and becomes the devil it is easy to inspire hate and fear.



**Death** - The enemy is portrayed by the Grim Reaper and brings death everywhere it goes.



**Animalize** - An easy way to dehumanize the enemy. Killing animals is easier than humans.



**Abstraction** - Turning humans into something other than a life form like a number, equation or statistic.

**Send for Info!**



**Beacon Initiative**

P.O. Box 152  
Stratford, CT 06615

The Beacon Initiative is about alerting people to manipulative speech presented online so they can reclaim their power against oppression. It's about giving people tools to decode speech. You want to get more information about how to prevent hate crimes and empower others to decipher misleading speech? Become a partner in the good fight! Send for information today!

Name..... Age.....

St..... Rd.....

State..... Zipcode.....

beaconinitiative.com

PRINT LAST NAME HERE

Paste coupon on postal card or mail in envelope!